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# SERVICE

## USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

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### FOOD AND NUTRITION

New Cheddar-like Cheese Has Fewer Calories. Made from skim milk, a cheese recently developed at U.S. Department of Agriculture laboratories looks and tastes like very mild Cheddar but has only 5 to 7 percent butterfat. Cheddar usually has about 31 percent. This new cheese contains more moisture and more nonfat milk solids--thus more protein--than Cheddar. Whereas Cheddar requires 6 1/2 hours to make and 6 to 12 months to ripen, the low-fat cheese can be made in 2 1/2 hours and ripened in 1 to 3 months. The new product has not been fully market tested, but several hundred consumers have sampled it at demonstrations and the majority said it was excellent or good.

New Peanuts for Weight Watchers. Do you like peanuts, but dread all the calories? You'll be happy to know about the low-calorie peanut developed by USDA scientists. It contains 75 percent fewer calories, retains its good flavor and high protein content. It's not a new peanut variety, but just ordinary peanuts with 80 percent of their oil pressed out. The process is simple. Shelled peanuts are put into a hydraulic press to remove most of the oil. The pressed kernels become flat and misshapened, but return to their original shape and size when soaked in water. Salt, sugar and other flavoring can be added during soaking. After nuts are dried, they are ready for eating. Preliminary studies show that the same process can be used to make low-calorie pecans, walnuts, almonds, and other nut meats. Several manufacturers are now studying the potential for retailing this product.

### FOR THE GARDENER

Himalayan Plants for Your Home. New kinds of rhododendrons, low-growing evergreens, Solomon's seal, jack-in-the pulpit and other varieties--all originating from the Himalayas--may some day add beauty around your home. USDA scientists on a plant exploration expedition in the Himalayas recently brought back 195 collections of what they believe may have promise as ornamentals in the United States. The plants were gathered at elevations of 8,000 to 12,500 feet, in areas never before worked by American plant collectors. The scientists consider this a particularly important find because some of the species may be hardier than those now growing in the United States.



## MARKET FACTS

Pick the Plentifuls. Fresh plums, grapes, broiler-fryers and frozen concentrated orange juice are on the USDA plentiful list for August. Eight percent more broiler-fryers will be on the market than last year. Generous plum supplies for July and August are largely a result of a California crop about 38 percent above average.

Modern Wholesale Markets Cut Food Costs. Construction of large, modern wholesale food distribution centers in over 60 major U.S. cities is expected to save American consumers millions of dollars, report U.S. Department of Agriculture economists. Sixteen of these markets already have been completed, providing savings of about \$11 million a year to consumers and marketing firms. These modern markets are replacing antiquated facilities that cause waste, spoilage and congestion--inefficiency that is reflected in retail food prices. Out of each consumer food dollar, 63 cents now goes to pay the marketing bill. Cities where efficient markets are under construction or soon will be are New York, Boston, Cleveland, Knoxville, Milwaukee, New Bedford, Springfield, Mass., Pittsburgh, and San Juan, Puerto Rico. Annual savings from these additional markets are expected to be \$28 million. New markets are also planned for 38 other cities.

Say It With Flowers...The Easy Way. Sprays of orchids and nosegays for the bride, a bouquet from a girl's best beau, a carnation for a man's lapel, or a flowering plant for Mother's day--for these occasions and many others, nearly 75 percent of all flowers are sold by telephone, usually to an unknown voice. Fortunately for the florist and creditors, the customers do pay. A USDA study of 46 florist firms showed that only one percent of the customer debt had to be written off as noncollectable. Besides providing easy credit, the average florist keeps his shop open for nine to ten hours, six days a week, and usually has made arrangements to take orders after the shop has closed.

## NEW PUBLICATIONS

Battling the Bugs. From kitchen to closet to basement and beyond, insects can be a year-round problem in the home, calling for constant vigilance--and a chemical weapon or two. Which chemicals should be used against which pests? What are the safest, most effective methods of application? These questions and others are answered in Your Home & Safe Use of Pesticides, a new 4-page USDA fact sheet. For a single free copy, send a postcard request to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

Pale Plants...Are They Iron Deficient? People with iron deficient blood sometimes look pale. Iron deficient plants may look pale too. It's a condition called iron chlorosis. Leaves become blanced or yellow. Mildly affected plants become unsightly and grow poorly. Severely affected plants fail to grow, flower, or fruit. Sometimes they die from lack of iron. Iron Deficiency in Plants: How to Control It in Yards and Gardens, a new USDA bulletin, gives seven full pages of helpful information about this problem in plants. For a single free copy, send a postcard request to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.



## OPPORTUNITIES

Ideal Career for the Young College Girl. A critical shortage of home economists now exists, reports USDA. Only 10,000 home economics degrees were conferred last year, but nearly 16,000 are needed each year to fill new or vacant positions. For the young girl thinking of marriage and a career too, home economics may be an ideal choice. She'll learn about caring for the family and home and she can have a professional career in which the pay is good. Fifty-eight percent of the home economists in the American Home Economics Association earn more than \$5,500 annually. This is \$600 more per year than median full-time salary of women in professional and technical occupations.

New Water Supplies for Economic Growth. Power for industrial growth is available in most parts of the country, but another important resource--water--is not. To improve water systems and supplies in small towns, the U.S. Department of Agriculture has made over 900 loans in 38 States since 1961. In the past fiscal year alone, 383 loans were made. A small community that wishes to develop its water system should apply for a loan from the Farmers Home Administration of USDA.

New Recreation Land for City People. Nearly 77 percent of the Nation's public recreation land is in the West or Alaska, hardly convenient for people in cities of the eastern half of the country. Where can these city people go for outdoor recreation? U.S. farmers have responded to help provide a better answer to this question. With assistance from the U.S. Department of Agriculture, 27,000 farmers and other rural landowners since 1962 have established new public recreation areas. Many are now stocked with game for hunting and fishing this fall. Check with your State Department of Agriculture or Tourism, or with local county agricultural agents, for information on your nearest farm recreation areas.

## NEW PRODUCTS

Low-Cost Lace Gets Expensive Look. A process used for making the "conforming" bandage can now be used to give a richer, heavier, more three-dimensional appearance to inexpensive lace. It is especially suitable for fitted slips, foundation garments, and lounging or sleeping apparel, which must be comfortable as well as attractive. The process, which was developed by USDA scientists, consists of soaking woven lace in a solution of sodium hydroxide. This causes the fibers to swell and crimp, giving the fabric stretchability and a more attractive appearance.

A Water Still for Survival. Using the two most abundant resources of the desert--sun and soil--USDA scientists have developed a "solar still" for emergency water. Materials needed are only a sheet of clear plastic film 6 feet square and a cup. To make the still, dig a bowl-shaped hole in the soil 40 inches in diameter and 20 inches deep. Place the cup in the center of the hole. Cover the hole with the plastic sheet, holding it in place with soil around the edges. Place a rock in the center of the plastic to weight it down and form an inverted cone. The plastic sheet should follow the hole contour, but not touch the soil. Water evaporating from the soil will condense on the underside of the plastic, run to the point of the cone and drip into the cup. Two or three pints of water can be obtained daily, even from dry appearing soil. Put cut pieces of cacti under the plastic to increase water yield.

## BEWARE!

Think Danger!--On Seeing the Red & Orange Triangle. Construction, highway, and farm equipment moving at 20 mph or less on highways are 100 times more likely to be hit than cars going 65 mph, U.S. Department of Agriculture reports. How do you avoid these hazards? Many slow vehicles now display a 16- by 14-inch triangular emblem. It is fluorescent yellow-orange in the center and reflective dark-red on the outside border. It means slow down. Most collisions with slow vehicles are caused because the driver doesn't realize how slowly the vehicle ahead is moving.



Seven Pesticides Seized. U.S. marshalls seized seven pesticides recently, after the U.S. Department of Agriculture charged that the products were shipped in violation of the USDA-administered Federal Insecticide, Fungicide, and Rodenticide Act. The products were: Methyl Ester of Ana and Mena, both plant growth regulators, seized because they were not registered and their labels did not provide a proper ingredient statement and adequate directions for use; Malcophene #11 Disinfectant Cleaner Germicide Deodorant, because it did not kill germs listed nor disinfect surgical and dental instruments, walls, floors, and other surfaces as claimed by its label; Malco Wisteria Room Deodorant Spray, a sanitizer, because it was not registered and its label did not have the proper ingredient statement; Apco "75" Rotenone Dust, because it contained an active ingredient (chlordan) not listed in the ingredient statement and the label did not bear adequate directions; Slug-Fest Kills Slugs! Snails! because it was not registered as required by law; and Oderless Cento Disofex Bactericidal Deodorant Spray, because it would not--as claimed on the label--disinfect the surfaces and articles listed, control germs listed, nor reduce the hazard of cross infection by bacteria and viruses.

## JUST RELEASED

New Approach Proposed to Pesticide Residues. Registration of pesticide chemicals on a "no-residue" or "zero-tolerance" basis is scientifically and administratively unrealistic and should be abandoned, according to a study made by the National Academy of Sciences-National Research Council. The recommendation was one of 11 contained in a report on the study submitted recently to Secretary of Agriculture Orville L. Freeman and Secretary of Health, Education, and Welfare Anthony J. Celebrezze. The report suggests that the registration of pesticides for uses on foodstuffs should relate more to safe levels of daily intake than to the ability of chemists to detect smaller and smaller amounts of residue. For a copy of the 11 recommendations write to Editor of SERVICE for Press Release USDA 2204-65.

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